



# United States Mint Launches “Genuine United States Mint” Ad Campaign

November 25, 2002

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## *Holiday Ads Begin November 29*

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Washington — The United States Mint today announced plans to launch a new holiday advertising campaign, “Genuine United States Mint,” featuring core products that the public has a long — standing tradition of purchasing as holiday gifts. Ads will begin appearing in periodicals and airing nationally on November 29, and will run through December 20, 2002.

“This is the ideal time of year to reach out to new customers,” said United States Mint Director Henrietta Holsman Fore. “We want to let the public know that the ‘United States Mint’ brand stands for the highest quality products that can be shared by generations of Americans. Our customers should expect nothing less from their official National mint.”

The ad campaign will reintroduce products to people who have memories of coin collecting from childhood, and introduce a new generation to the hobby. The featured products will be the United States Mint Uncirculated Coin Set®; the United States Mint Proof Set®; the United States Mint 50 State Quarters Proof Set™; the United States Mint Silver Proof Set™; and American Eagle Silver, Gold, and Platinum Proof Coins.

The ads will focus on gift giving, coin collecting as a family tradition, American history, and United States Mint products as cultural icons. The holiday campaign will cost \$2.5 million and air nationally on both cable and network television. Ads will also appear in USA Today, Newsweek, TV Guide and People.

Created by Congress in 1792, the United States Mint is a manufacturing and international marketing enterprise with about 2,300 employees. In FY 2001, the United States Mint produced approximately 23.6 billion coins, fulfilling its primary mission to produce an adequate supply of circulating coinage for the Nation’s commerce. For more information, please visit [www.usmint.gov](http://www.usmint.gov).

### ADDITIONAL RESOURCES:

- For information about the United States Mint, please visit [/about/about](#).
- To subscribe to United States Mint electronic product notifications, news releases, and public statements, visit <https://catalog.usmint.gov/email-signup>.
- Sign up for [RSS Feeds](#) from the United States Mint and follow us on [Facebook](#), [Twitter](#), and [Pinterest](#).

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*United States Mint – Connecting America through Coins*

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